

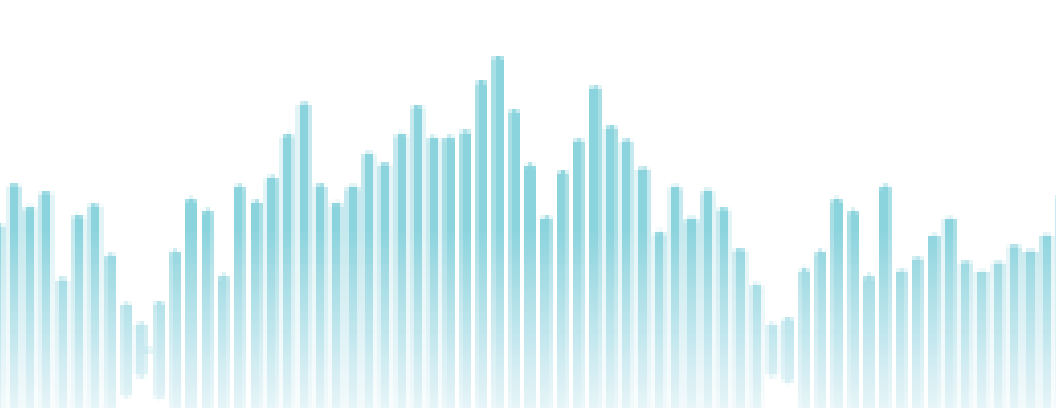


8 TIPS

for Text-to-Speech Scripts

Presented by





Text-to-speech is everywhere, from e-Learning courses to airport announcements. It's a cost-effective and quick way to produce voice-over audio – and best of all, the voices are starting to sound really good.

Following are a few tips for creating text-to-speech (TTS) scripts that output well through a voice generator, as well as video samples highlighting each one.



1

Double- and triple-check all word spellings

Small spelling mistakes won't throw off a human voice-over talent (think of how many times you see “adn” instead of “and”).

A machine voice, however, will read all text exactly as is.

*The **Suond adn** the Fury,*
by William Faulkner



2

Check for “garbage” characters

As text goes from machine to machine (or gets copied into a machine voice generator), characters can get corrupted. This will cause big issues for TTS.

* I don?t want to go.

- I don't want to go.

Also be aware of characters that can be read, like * (asterisk) or @ (at).



3

Avoid abbreviations – spell out whenever possible

Voice generators have gotten really good at this – they now recognize abbreviations like “i.e.” and “e.g.”, for example.

However, other abbreviation – like “L10n” for “localization” – will trip up the generator.

A workaround (**i.e.**, a hack)

CEOs doesn't sound as good as CEO's.



4

Beware of jargon or technobabble

Very easy to do when writing industry-specific content, but also very dangerous.

Object lesson – the word “technobabble” itself won’t generate well. More established words, like “liminal” (a common term to anthropologists), are also problematic.

technobabble

techno babble

liminal

liminnall



5

Use simple constructions and perfect comma segmentation

Humans can infer what a writer intends to say from the context.

A TTS can't, and will rely on commas and syntax.

He said, "I'm not allowed to go."

He said "I'm not allowed to go."



6

Avoid foreign-language words

Harder to do than it sounds, especially since so many street and city names come from other languages – think San Diego, Los Angeles, Sepulveda Pass.

Only solution is to write the names phonetically in English.

Alvarado Street

Sepulveda Pass
Seh-PULL-veh-duh Pass



7

Be aware of foreign-language names

Again, difficult to avoid if you're writing about a company's CEO, or using diverse names in your e-Learning samples.

Eli **Broad** just opened the **Broad** Museum in **LA**, though his last name is actually "brohed," and the location is actually L.A.



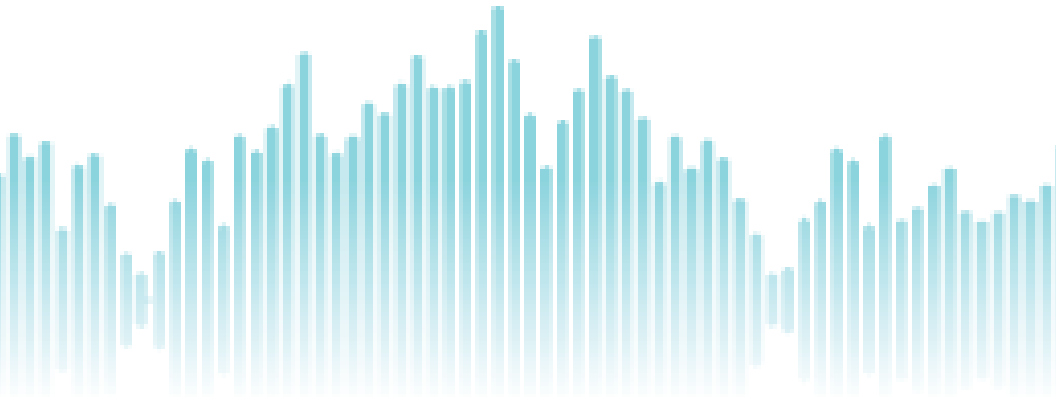
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Do a phonetic pass on the script

The only way to ensure that all audio is generated correctly is to do a phonetic pass, during which a native-speaker editor:

1. Isolates words that may be issues for the generator.
2. Tests them in the generator interface.
3. Creates phonetic versions if necessary and tests them.
4. Outputs the final scripts with phonetic versions.

Of course, this is a service that JBI Studios provides to our text-to-speech (TTS) clients.



For more information on text-to-speech,
contact JBI Studios today.

